

Message Text

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-05 RSC-01 DRC-01 /017 W

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R 060942Z MAY 74

FM AMEMBASSY KUWAIT

TO SECSTATE WASHDC 9486

INFO AMEMBASSY ABU DHABI

AMEMBASSY JIDDA

AMEMBASSY MANAMA

AMEMBASSY TEHRAN

AMEMBASSY BEIRUT POUCH

AMEMBASSY MUSCAT POUCH

UNCLAS KUWAIT 1769

EO 11652: NA

TAGS: BEXP, TC, KU, BA, MU, QA

SUBJ: REVISED FY 75 EVENTS SCHEDULE

REF: A) STATE A-1208; B) STATE 82139; C) KUWAIT A-6; D) KUWAIT
1107; E) JIDDA 2403

1. SUMMARY: EMBASSY OFFERS SEVERAL MINOR SUGGESTIONS REGARDING
EVENTS SCHEDULE REF A. EMBASSY CONCLUDES, HOWEVER, BY OBSERVING
THAT PROPOSED SCHEDULE DOES NOT APPEAR RESPONSIVE TO NEW SITUATION
IN MIDDLE EAST AND HOPING THAT LATTER HALF SCHEDULE MIGHT BE
REVISED. END SUMMARY

2. SEPTTEL IN RESPONSE REF B WILL SUGGEST THAT SPECIALIZED INDUSTRIAL
EQUIPMENT TRADE MISSION REVERT TO ORIGINAL ITINERARY GIVEN REF
A, OMITTING QATAR AND ADDING BAHRAIN.

3. SUGGEST ITINERARY AND SCHEDULE FOR AUTOMOTIVE EQUIPMENT
CATALOG SHOW BE FLEXIBLE FOR TIME BEING. BELIEVE SHOW EITHER SHOULD
BE FINISHED BEFORE DEC 20, OR NOT START UNTIL AFTER NEW YEAR.
MAJOR MUSLIM HOLIDAY COINCIDES WITH CHRISTMAS THIS YEAR AND WILL
EFFECTIVELY ELIMINATE ANY PRODUCTIVE PROGRAMS FOR LAST TEN DAYS
DECEMBER. SINCE SPECIALIZED INDUSTRIAL EQUIPMENT MISSION MOVED
TO NOVEMBER, BELIEVE AUTOMOTIVE CATALOG SHOW SHOULD BE MOVED TO
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JANUARY.

4. REGARDING REMAINDER OF SCHEDULE, WE NOTE NO RPT NO EVENTS SCHEDULED FOR MUSCAT AND BELIEVE EITHER AUTOMOTIVE CATALOG SHOW OR METAL AND WOODWORKING EQUIPMENT SHOW SHOULD GO TO MUSCAT, PERHAPS INSTEAD OF QATAR. METAL AND WOODWORKING EQUIPMENT SHOW PROBABLY WOULD DO BETTER IN KUWAIT THAN WILL SPECIALIZED INDUSTRIAL EQUIPMENT SHOW. ALSO, SPORTS AND RECREATION EQUIPMENT SHOW PROBABLY WOULD BE USEFUL IN ABU DHABI, EITHER IN ADDITION TO OR INSTEAD OF KUWAIT.

5. HAVING GIVEN THE ABOVE, MORE OR LESS RESPONSIVE, REPLY TO REF A, EMBASSY NOW WISHES STATE THAT IT DOES NOT RPT NOT BELIEVE PROPOSED EVENTS SCHEDULE ADEQUATELY MEETS DRAMATICALLY ALTERED CONDITIONS AND OPPORTUNITIES IN MIDDLE EAST. NOR DOES IT APPEAR TO HAVE TAKEN INTO ACCOUNT THE MANY SUGGESTIONS WHICH HAVE BEEN FORTHCOMING FROM JIDDA, BEIRUT, ABU DHABI, KUWAIT (REFS C AND D) AND ELSEWHERE REGARDING HOW US BEST CAN MEET THIS NEW CHALLENGE. WE BELIEVE EVENTS OUTLINED REF A CAN AT BEST BE HPOPED TO GENERATE FEW MILLION DOLLARS BOP IMPACT, WHILE WE SHOULD BE THINKING IN TERMS HUNDREDS OF MILLIONS OR FEW BILLION.

6. ANOTHER CONSIDERATION IS TRADE MISSION SATURATION POINT RAPDILY BEING REACHED IN MANY, THOUGH PERHAPS NOT ALL, MIDDLE EAST COUNTRIES. SUGGEST RULE OF THUMB MIGHT BE MAXIMUM TWO TRADITIONAL TRADE EVENTS PER POST PER YEAR.

7. SINCERELY HOPE THAT NEW DIRECTIONS AND INITIATIVES WILL EMERGE FROM VARIOUS STUDIES NOW UNDER WAY, E.G. OIM TASK FORCE (REF E). WE EMPHASIZE OUR BELIEF THAT IMPLEMENTATION MUST NOT RPT NOT WAIT UNTIL FY 76, AND WE HOPE THERE WILL BE SUFFICIENT FLEXIBILITY TO SCRAP OR REVISE ALL OR PART OF SECOND HALF PROPOSED EVENTS SCHEDULE BASED ON CONCLUSIONS THESE STUDY GROUPS.
STOLTZFUS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974KUWAIT01769
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740108-0814
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740572/aaaacmiy.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-1208; B) STATE 82139; C), KUWAIT A-6; D) KUWAIT
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 29 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 OCT 2002 by shawdg>; APPROVED <03 JAN 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REVISED FY 75 EVENTS SCHEDULE
TAGS: BEXP, TC, KU, BA, MU, QA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005